

Remarks/Arguments

The Office Action dated December 6, 2005 the time to respond having been extended by separate petition to June 6, 2006, has been noted and its contents carefully studied. In light of the foregoing amendments, reconsideration of the rejection under 35. U.S.C. § 103 and § 112 is courteously requested.

Initially, the Examiner's indication of allowable subject matter in the form of claims 1-13, subject to the 35 U.S.C. § 112 rejection being overcome, is gratefully acknowledged. Accordingly, applicant has canceled claims 14 and 16-27. Further, it is respectfully urged that based on the amendment to claim 1, and the comments made hereafter, that sufficient reasons have been given to enable the Examiner to withdraw the 35 U.S.C. § 112 rejection of claims 1-13 and to issue a Notice of Allowance. In this regard it is also noted that a Notice of Appeal has been filed concurrently herewith because the date of filing of this response is the last possible day for responding with all extensions granted. By filing the Notice of Appeal, this will grant an additional two month time period during which any outstanding issues concerning the claims may be resolved.

With respect to the amendment to claim 1, a careful rereading of the specification makes evident the fact that the anonymized identifier is created using the identifier obtained from the network service provider. This is somewhat different from creating the anonymized identifier at the network service provider. As will be readily apparent to those of ordinary skill in the art, the anonymized identifier can be created in a conventional manner in a number different places throughout the system, for example, such as at the collection engine which is configured for arranging and collecting the data in the specific manner requested by the customer. More specifically, it will be readily apparent to the Examiner that the collection engine can generate the anonymized identifier, and it is shown properly connected to the network service provider. However, it is not necessary to create the anonymized identifier at the network service provider or at the collection engine. Either can be done. It is with this in mind that the amendment to

claim 1 has been made, and it is respectfully urged that even with this change, that claims 1-13 are allowable over the art of record for the reasons previously advanced.

To further support this position, reference is made to the specification at the paragraph bridging pages 7 and 8 in which the creation of the anonymized identifier is discussed. The first full paragraph on page 8 and the paragraph bridging pages 8 and 9 specifically discuss how the anonymized identifier is created, and as noted, while it can be done at the collection engine it can also be done at the network service provider as will be readily apparent to those of ordinary skill in the art. What is important is that it is created and it is what is used to aggravate data at the collection engine in an anonymized manner.

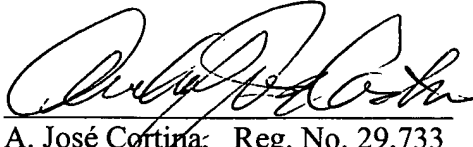
Yet still further, reference is made to the discussion at page 16 which points out that the various embodiments of the present invention maintain the anonymity of the user by creating and using an anonymized identifier which in the case as applied with the aggregation service, associate anonymized identifiers with a classification. In this context, reference is made to Figure 7 and the discussion in the specification which shows a representative data table.

Accordingly, for the reasons given and in light of the foregoing amendments, it is respectfully urged that entry of the amendment should be made to overcome the 35 U.S.C. § 112 rejection. It is also respectfully urged that the claims even as amended to overcome the 35 U.S.C. § 112 rejection, are still allowable over the art of record as indicated in the Office Action for reasons previously advanced. Nonetheless, should the Examiner still have any comments, questions or suggestions of a nature necessary to expedite prosecution of the application, or to place the case in condition for allowance, he is courteously requested to telephone undersigned at the number listed below.

Application No. 09/608,135
Amendment dated June 6, 2006
Reply to Final Office Action dated December 6, 2005
Express Mail EV 907794993 US

Dated: June 6, 2006

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'A. José Cortina', written over a horizontal line.

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Enclosures